

FANTASTIC BEASTS

AND WHERE
TO FIND THEM

INTERNATIONAL PRINT GUIDELINES

DATE:	VER:	UPDATE:
13 Jul	1	Overview of Current Campaign Art
25 Jul	2	Billing Block, Quad, Comic Con Mini 1sht
01 Sep	3	Creative Guidelines, Wand Booth, Concessions
12 Sep	4	FB HP Combo Artwork
20 Sep	5	Outdoor, In Theater Materials, Concessions Update
22 Sep	6	4-Sided Totems, Combo Art Update, Character Art
26 Sep	7 Rev	Main 1sht, In Theater Materials & Combo Art Update
28 Sep	8	Outdoor Update, Bus Shelters, Train Wrap
03 Oct	9	5x8 Main Banner, Outdoor Availability
11 Oct	10	Concessions Update, Art Availability
24 Oct	11	Creative Guidelines, Beast Art, Thunderbird Cling
31 Oct	12	Thunderbird Cling & Escalator Panels Available
02 Nov	13	Beast Art Update

USAGE GUIDELINES

Creative Guidelines (p. 6-8) **PLEASE READ BEFORE SUBMITTING ANY ARTWORK TO H. O. CREATIVE**

Title Treatment, Font & Billing Block (p. 9)

One Sheets (p. 10-11)

- | | |
|----------------------|-----------------------|
| • Intl Tsr 1sht Rev | Available on Adstream |
| • Intl Tsr Quad | Available on Adstream |
| • Intl Main 1sht Rev | Available on Adstream |
| • Intl Main Quad | Available on Adstream |

The Main 1sht Rev has the full billing block. If you printed the Main with limited billing, there is no need to replace or reprint. Please just use the REV with full billing moving forward.

Bus Shelters (p. 12)

- | | |
|---------------|-----------------------|
| • Intl Main | Available on Adstream |
| • Intl MACUSA | Available on Adstream |

Note the MACUSA art was originally the Online Tsr artwork.

Character Art (p. 13)

- | | |
|---------------------------|-----------------------|
| • Newt Character Art | Available on Adstream |
| • Tina Character Art | Available on Adstream |
| • Queenie Character Art | Available on Adstream |
| • Jacob Character Art | Available on Adstream |
| • Graves Character Art | Available on Adstream |
| • Credence Character Art | Available on Adstream |
| • Seraphina Character Art | Available on Adstream |
| • Gnarlak Character Art | Available on Adstream |
| • Mary Lou Character Art | Available on Adstream |

Due to Eddie Redmayne likeness ties, Newt must be used in equal rotation.

USAGE GUIDELINES

Beast Art (p. 14)

- | | |
|---------------------------------|----------------------------------|
| • Bowtruckle Beast Art | Available on Adstream by Request |
| • Niffler Beast Art | Available on Adstream by Request |
| • Swooping Evil Beast Art | Available on Adstream by Request |
| • Thunderbird Beast Art | Available on Adstream by Request |
| • Erumpent Beast Art | KILLED |
| • Occamy Beast Art | KILLED |
| • Graphorn Beast Art | KILLED |

These pieces are finished as RGB files only. They are available for markets to use in digital outdoor or in specific pre-approved placements.

These cannot be placed online as individual pieces or debuted as such. If you have a specific digital placement plan where you would like to include this artwork, please contact Virginia Guevera, Elisa Iovine and Bianka Cisneros for access to the restricted art on Adstream.

Outdoor (p. 15-20)

- | | | |
|---------------------|-------------------|-----------------------|
| • Tsr | 30sht & 14x48 | Available on Adstream |
| • Main | 30sht ONLY | Available on Adstream |
| • Heroes | 30sht & 14x48 | Available on Adstream |
| • Villains | 30sht & 14x48 | Available on Adstream |
| • Destruction | 14x48 | Available on Adstream |
| • Destruction Stunt | 14x48 | Available on Adstream |
| • Thunderbird Cling | | Available on Adstream |

Due to Eddie Redmayne likeness ties, Heroes must be used in equal rotation with Villains. If you wish to use Heroes on its own, you may. However, Villains may not be used on its own.

USAGE GUIDELINES

In Theater (p. 21-25)

- | | |
|-----------------------------|--|
| • Suitcase Cling | Available on Adstream |
| • MACUSA Cling | Available on Adstream |
| • Wanted Clings | Available on Adstream |
| • 5x8 Main Banner | Available on Adstream |
| • Suitcase Photo Op Standee | Home Office sent out a Survey September 19 |
| • Set of 4-Sided Totems | UK sent out a Survey September 26 |

The Clings are additional materials to augment your campaign. These can be used in-theatre, outdoor, digitally, etc. The Wanted images will also be used as a digital online & outdoor “photo op” activation.

Harry Potter / Fantastic Beasts Combo Art (p. 26-27)

- | | |
|--|-----------------------|
| • Vertical Magic FB HP Combo Art | Available on Adstream |
| • Vertical Magic FB HP Combo Horizontal Layout Art | Available on Adstream |
| • Diagonal Magic FB HP Combo Art | Available on Adstream |
| • Diagonal Magic FB HP Combo Horizontal Layout Art | Available on Adstream |

The FB HP Combo Art is available for specific activations that are tying Harry Potter and Fantastic Beasts together.

Concessions (p. 28)

Concession programs are now approved for Fantastic Beasts. **Note that you CANNOT have any food or drink branding included on the concession artwork. Exhibitor partner logos can be used on the concession art, however ABSOLUTELY NO CONCESSION PARTNER (FOOD / DRINK – i.e. Pepsi / Coke / Candy or food logo or picture of any kind) IS PERMITTED ON THE LAYOUTS.** We will provide concession layouts once we have the Main artwork. If you have earlier deadlines, please mock up locally using the Tsr artwork. Please submit all mock-ups to Home Office Creative for approval.

- | | |
|--------------------|-----------------------|
| • Main Concessions | Available on Adstream |
|--------------------|-----------------------|

USAGE GUIDELINES

Additional Art (p. 29-33)

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|---------------------------------|---|
| • *Suitcase Vidcon Vertical | Available on Adstream |
| • *Comic Con Mini 1sht | Available on Adstream by Request for Fan/Comic Con Local Events |
| • *Fan Event Mini 1sht | Available on Adstream by Request for Fan/Comic Con Local Events |
| • Exterior/Interior Train Wraps | Available on Adstream |
| • Escalator Panels | Available on Adstream |

*This art is meant for special events, exhibitor promotions, or other early print needs. This art is not meant for in-theatre placements as a one sheet.

Wand Booth Art (p. 34)

- | | |
|----------------------------|----------------------------------|
| • Wand Booth Wall Art | Available on Adstream By Request |
| • Wand Booth Pillar Art | Available on Adstream By Request |
| • Wand Booth NY Pillar Art | Available on Adstream By Request |

The Wand Booth that debuted at VidCon is available for localization and can be replicated on a local level. Please contact the Intl Digital Marketing team outlining your proposed event to get access to the Wand Booth software and artwork.

CREATIVE GUIDELINES

When creating or localizing artwork for FANTASTIC BEASTS AND WHERE TO FIND THEM please use either the “FontasticBeasts” font or one of the alphabets (silver or gold).

ALPHABETS

- Silver and Gold alphabets can be mixed within one piece of art, and is preferred where possible.
- As a rule, please use the ‘fur’ letters sparingly. At the most, ‘fur’ letters should appear on every other letter within a word. If fur faces fur, you can remove. It should be an embellishment, not on every letter. Use your discretion and let Home Office Creative know if you have questions.



- Please do not change the color / treatment of the alphabets. The shine needs to remain consistent.

FONT “FontasticBeastCyr”

- When using the font, applying the CAPS lock button applies the fur/flourish to the letter.



- Use the same instructions above for usage of the fur/flourish.
- The font should remain in white / grey / black wherever possible.
- Treatments can be applied, but they must work within the framework of the art. Do not try to make the font look like the alphabet.

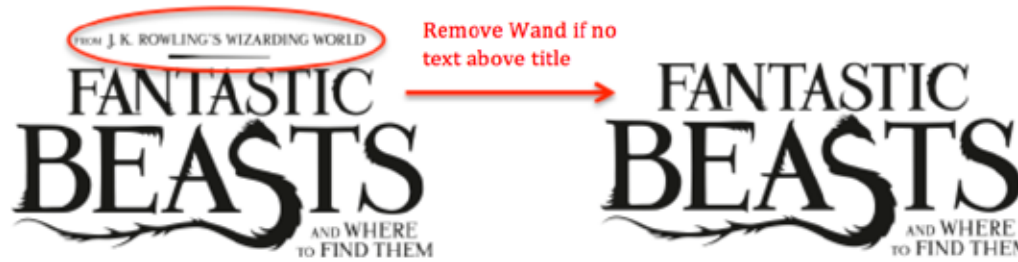
CREATIVE GUIDELINES

J.K. ROWLING's NAME

- J.K. Rowling's name must ALWAYS be the same size and font wherever it appears (including in billing).
- Please follow the approved layouts and legal guidelines for all uses of J.K. Rowling's name. Legal will have pre-vetted all layouts.

WAND GRAPHIC ABOVE TITLE TREATMENT

- The wand above title is only to be kept when there is text immediately above title (including the line "From J.K. Rowling's Wizarding World")
- Please remove the wand, if there is no text directly above title.



HARRY POTTER COPYLINE

• We understand the desire to call out a reference to Harry Potter more prominently on the creative materials. Below are a list of approved copylines to include on your print/static campaign materials. Please make sure the "J. K. ROWLING'S WIZARDING WORLD" is more prominent/bigger than any "HARRY POTTER" text. **We cannot use references to Harry Potter as a replacement for J.K. Rowling's Wizarding World in static or print images**

- Discover the magic before Harry Potter – Explore a new era of J.K. Rowling's Wizarding World
- Welcome back to the Wizarding World – J.K. Rowling invites you to experience the magic before Harry Potter
- Return to the Wizarding World before Harry Potter
- J.K. Rowling invites you to experience the magic before Harry Potter

The above language can be used as a guide. Please submit creative with Harry Potter copylines, as well as any variations you prefer to use, to Home Office Creative for approval.

CREATIVE GUIDELINES

PLEASE FOLLOW ART AS SUPPLIED

- Where possible please do not drastically alter the art that has been supplied or the text layout. All modifications to artwork must be approved by your Regional Supervisor or Home Office directly.

PLEASE REVIEW THE CHECKLIST BELOW BEFORE SUBMITTING AND CREATIVE ASSETS FOR APPROVAL

CHECKLIST:

- Am I using the right font / alphabets?
- Have I followed the artwork template provided?
- Does the name J.K. Rowling appear in the same size and font throughout the art?
- Have I check the legal and print guidelines, and are all legal bugs / copyrights / billing included?

TITLE TREATMENT

Title Treatment With Pedigree



Title Treatment With No Pedigree



"Title Treatment With Pedigree" Guidelines:

- 1) The J.K. tout must always appear on ONE line.
- 2) When using the "Title Treatment With Pedigree" as a standalone piece, the below 3 lines must be included:

- © 2016 Warner Bros. Ent. All rights reserved.
- Harry Potter and Fantastic Beasts Publishing Rights © J.K. Rowling
- J.K. Rowling's Wizarding World TM J.K. Rowling and Warner Bros. Entertainment Inc.

FONT

Fontastic Beasts

BILLING BLOCK

The latest billing block on MARS is "13Jul16 Intl Billing Block FNBST".
File includes the billing setups for all print material that requires billing.

Intl Tsr 1sht Rev



Online Debut: June 20, 2016
On Adstream: July 13, 2016

Notes: This was previously the Newt Vidcon Vertical art.
 Rev has Soundtrack credit removed.

Intl Tsr Quad



Online Debut: June 20, 2016
On Adstream: By July 29, 2016

FANTASTIC BEASTS

AND WHERE TO FIND THEM

ONE SHEETS

Intl Main 1sht Rev



Intl Main Quad



Online Debut:	September 28, 2016
On Adstream:	October 3, 2016

Online Debut: September 28, 2016

On Adstream: September 30, 2016

Notes: The Main 1sht Rev has the full billing block. If you printed the Main with limited billing, there is no need to replace or reprint. Please just use the REV with full billing moving forward.

FANTASTIC BEASTS

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BUS SHELTERS

Intl Main Bus Shelter



On Adstream: October 3, 2016

Intl MACUSA Bus Shelter



On Adstream: September 30, 2016

Online Debut: October 10
On Adstream: October 10

Note: Due to Eddie Redmayne likeness ties, Newt must be used in equal rotation.

Newt



Tina



Jacob



Queenie



Credence



Seraphina



Graves



Mary Lou



Gnarlak



Online Debut: N/A

On Adstream: November 2, 2016 by Request

Notes: These pieces are finished as RGB files only. They are available for markets to use in digital outdoor or in specific pre-approved placements.

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Thunderbird



Swooping Evil



Niffler



Bowtruckle



Tsr 30sht



On Adstream: September 28, 2016

Tsr 14x48



On Adstream: October 3, 2016

Notes: *There will NOT be a 14x48 layout for the Main available.*

Main 30sht



Heroes 30sht



On Adstream: 30sht - Oct 10, 2016
14x48 - Oct 11, 2016

Notes: Due to Eddie Redmayne likeness ties, Heroes must be used in equal rotation with Villains. If you wish to use Heroes on its own, you may. However, Villains may not be used on its own.

Heroes 14x48



Villains 30sht



On Adstream: October 10, 2016

Notes: Due to Eddie Redmayne likeness ties, Heroes must be used in equal rotation with Villains. If you wish to use Heroes on its own, you may. However, Villains may not be used on its own.

Villains 14x48



Online Debut: N/A
On Adstream: October 3, 2016

Note: The “Destruction STUNT” art does not have a sky background and should only be placed where the background is transparent.

Destruction 14x48



Destruction Stunt 14x48



Thunderbird Cling



On Adstream: October 31, 2016



Suitcase Photo-Op Standee

Home Office surveyed on Sept 19th. Orders due Sept 23rd.

Dimensions: 8'6" tall x 11' wide x 3'6" deep
(259 cm tall x 335 cm wide x 107 cm deep)

Price: \$355/per unit, not inclusive of shipping

Shipping: Standees will ship Oct 10-12



UK sent out survey September 26th.

Dimensions: 1.98M high by 1.23M wide

Price: \$136 / Euros 121 / £105

Shipping: End of October

Set of 4-Sided Totems

Set 1



Set 2



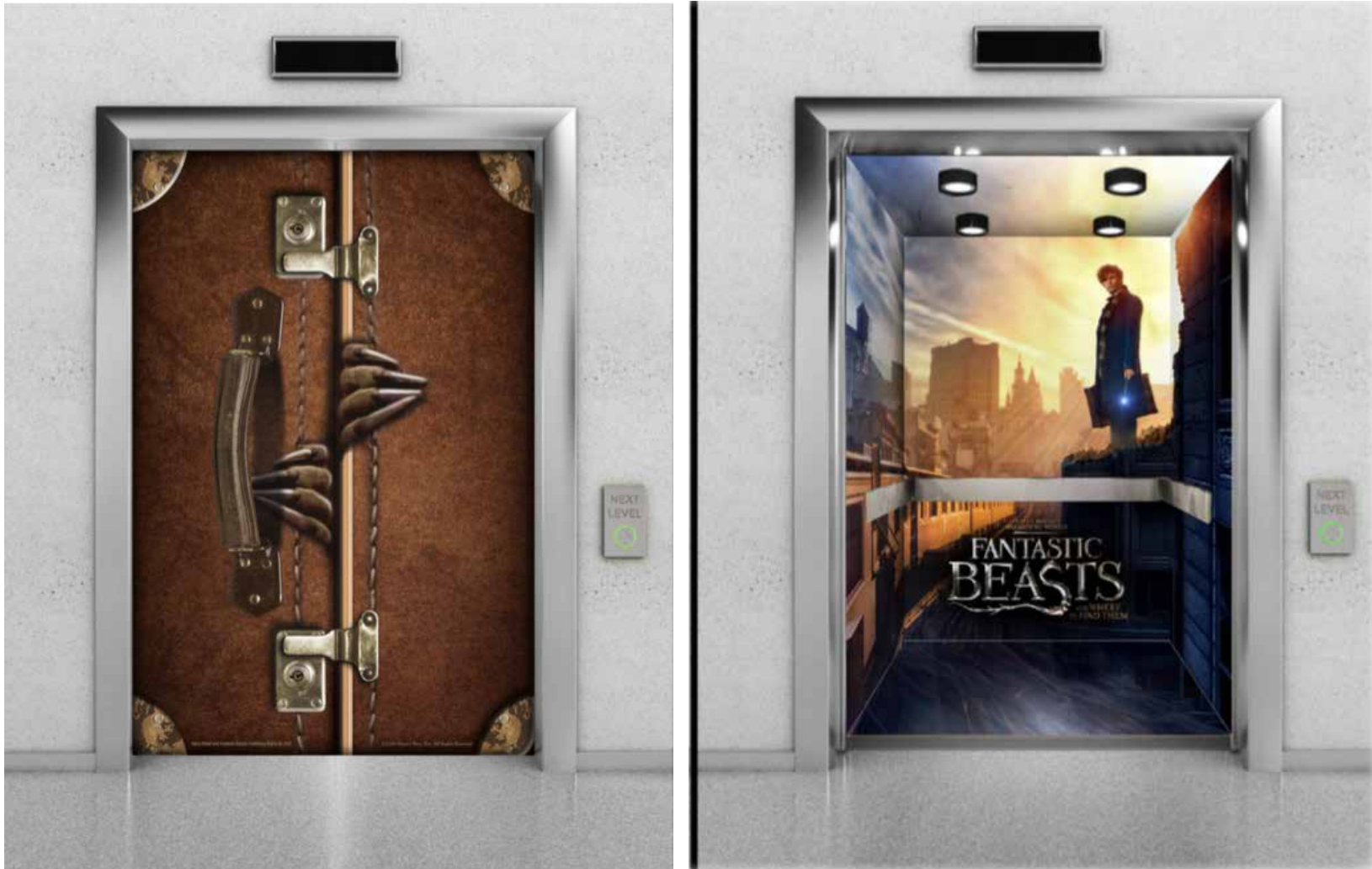
On Adstream: October 3, 2016

5x8 Main Banner



On Adstream: September 29, 2016

Suitcase Cling



Example of how the Suitcase Cling can be used on elevators with the Tsr artwork inside.

On Adstream: MACUSA Cling - September 30, 2016
Wanted Clings - October 10, 2016

MACUSA Cling



Newt Wanted Cling



Jacob Wanted Cling



Tina Wanted Cling



Queenie Wanted Cling



Example of how you can use the MACUSA and Wanted Clings together:



The FB HP Combo Art is available for specific activations that are tying Harry Potter and Fantastic Beasts together.

Vertical Magic FB HP Combo Art



Online Debut: N/A
On Adstream: September 12, 2016

Vertical Magic FB HP Combo Art Horizontal Layout



Online Debut: N/A
On Adstream: September 16, 2016

The FB HP Combo Art is available for specific activations that are tying Harry Potter and Fantastic Beasts together.

Diagonal Magic FB HP Combo Art



Online Debut: N/A
On Adstream: September 12, 2016

Diagonal Magic FB HP Combo Art Horizontal Layout



Online Debut: N/A
On Adstream: September 21, 2016

Concession programs are now approved for Fantastic Beasts.

Note that you CANNOT have any food or drink branding included on the concession artwork. Exhibitor partner logos can be used on the concession art, however ABSOLUTELY NO CONCESSION PARTNER (FOOD / DRINK – i.e. Pepsi / Coke / Candy or food logo or picture of any kind) IS PERMITTED ON THE LAYOUTS.

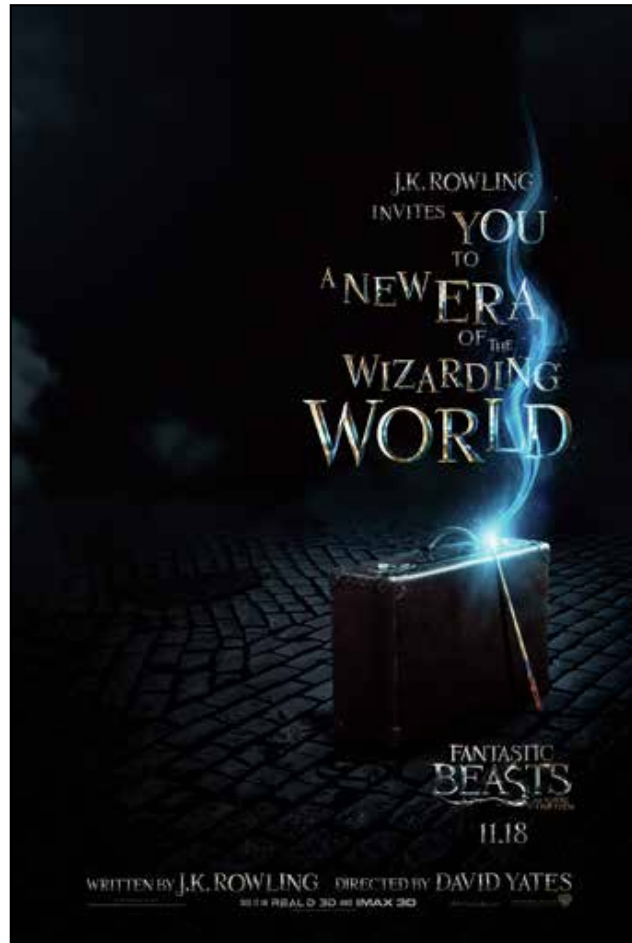
On Adstream: October 14, 2016



POPCORN TUB

This Additional Art is meant for special events, exhibitor promotions, or other early print needs.
This art is not meant for in-theatre placements as a one sheet.

Suitcase Vidcon Vertical



Online Debut:	June 21, 2016
On Adstream:	June 21, 2016

Comic Con Mini 1sht



Online Debut: July 22, 2016
On Adstream: July 22, 2016 by Request
Notes: This art is available upon request for local Fan/Comic Con Events. Please contact Home Office for access.

Fan Event Mini 1sht



Online Debut: October 11, 2016
On Adstream: September 30, 2016 by Request
Notes: This art is available upon request for local Fan/Comic Con Events. Please contact Home Office for access.

On Adstream: October 8, 2016

Train Wrap Exterior



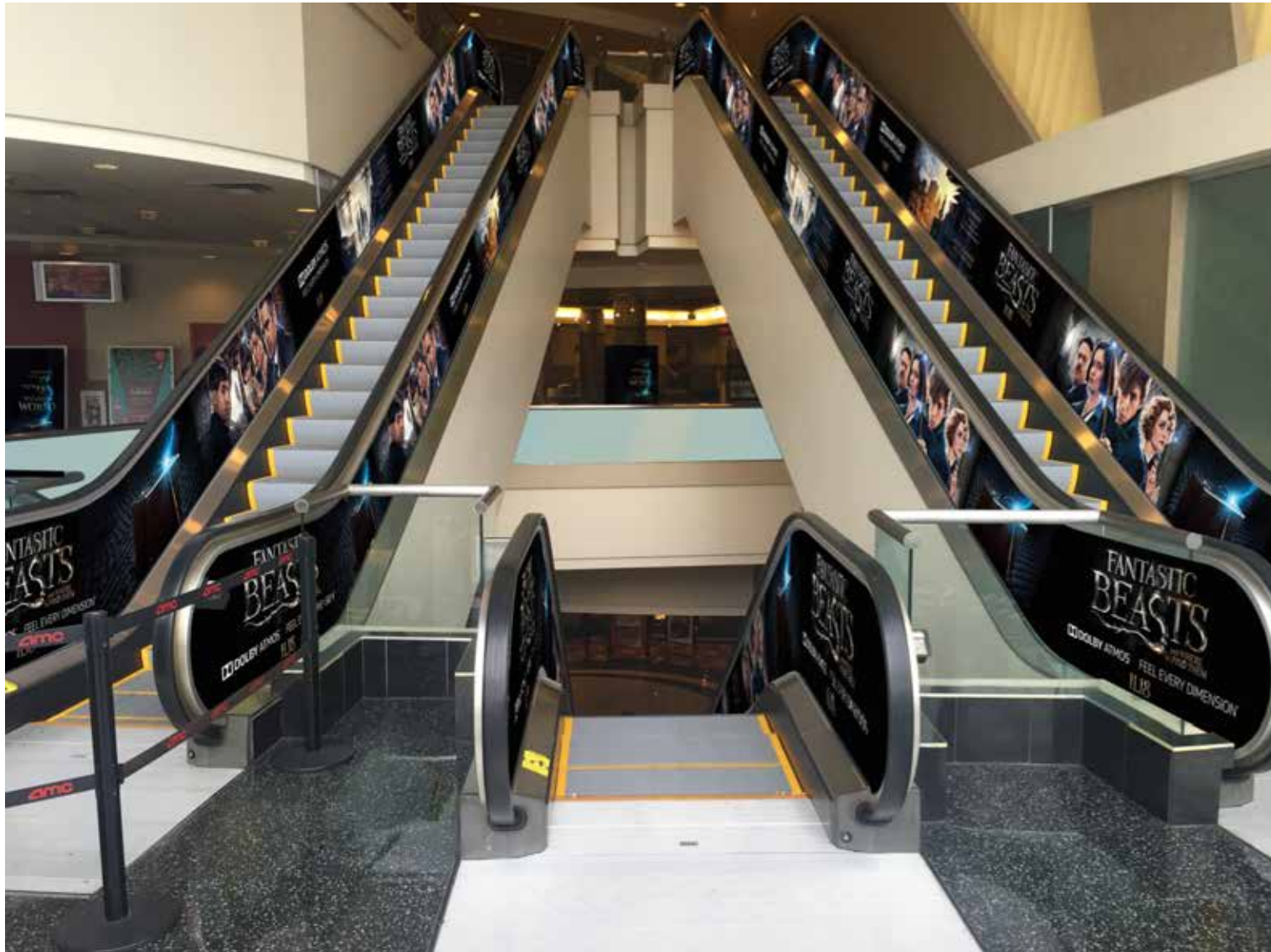
Train Wrap Interior

On Adstream: October 8, 2016



Escalator Panels

On Adstream: October 31, 2016



On Adstream: August 29, 2016 by Request

Notes: The Wand Booth that debuted at VidCon is available for localization and can be replicated on a local level. Please contact the Intl Digital Marketing team outlining your proposed event to get access to the Wand Booth software and artwork.

Wand Booth Wall & Pillar

